Webinar: Exploring Census Data Webinar Series: New Businesses Statistics
August 11, 2020

Coordinator: Welcome and thank you for standing by. At this time all participants are in a listen-only mode until the question answer session of today's conference. At that time you may press Star 1 on your phone to ask the question. Today's call is being recorded. If you have any objections please disconnect at this time. I would now like to turn the conference over to Lynda Lee. Thank you. You may begin.

Lynda Lee: Good afternoon everyone. My name is Lynda Lee. And I'd like to welcome everyone to the Exploring Census Data Webinar series. For anyone who may not be familiar with our format the Exploring Census Data Webinar series is a set of Webinars presented on a monthly basis based on popular topics. The Webinars are presented by our subject matter experts with the opportunity for Q&A at the end of each session.

All Webinars and Q&A sessions are recorded and will be accessible from the Census Academy's Webinar tab once the recording and transcripts are available. Today's Webinar on new businesses is the sixth in our series for this year. This is our third installment of the series. We have all of the Webinars from our previous series archived on census.gov or can also access them using the link provided on this slide.

Now in light of our recent transition to 100% telework we are utilizing technology offsite to continue operations and we aim to minimize interruptions as much as possible and we appreciate your patience if we experience any technical delays. Please utilize the chat feature to notify us of

issues should any arise and we will do our best to address and mitigate them.

Also please note today we will be focusing on data that you can obtain from the Census Bureau related to new businesses. We want you to be aware of all Census of products and programs on this topic. The Webinar will not focus on additional topics such as hiring for the 2020 Census or our partnership programs. If you need information on any topic pertaining to the 2020 Census please visit the 2020 resource site on census.gov.

Today's Webinar will be presented by Mr. Adam Grundy and Mr. Caleb Hopler. Mr. Grundy is a Supervisory Survey Statistician with our Economic Program specializing in outreach activities. Mr. Hopler is a Survey Statistician with our Demographic Program American Community Survey.

So our objective for today is to provide you with information on data that you can obtain related to new businesses. In today's webinar, we will dive into multiple Census programs in order to showcase the various types of data that you can obtain from the Census Bureau related to new businesses. And knowing about the data and is powerful accessing the data itself can sometimes be a challenge. And we have a section of the Webinar where we would demonstrate how to get the data that can help you expand your business or industry.

In today's Webinar we will go over a high-level overview about the Census Bureau and the structure of our programs. Then we will dive into data from our programs and from all programs we will be covering the Small Business Pulse Survey, the Annual Business Survey, the Economic Census and the American Community Survey. After showing you the data we will show you how to access the data and the close out with a Q&A section.

The Census Bureau is the federal government's largest statistical agency. We conduct over 130 surveys each year with our well-known surveys listed here. Now collecting data for the nation's people is the Decennial Census which takes place every ten years. Activity surrounding the 2020 Census is currently taking place. And at the end of this Webinar we've included contact information in case you may have questions on the 2020 Decennial.

Next our American Community Survey is a program that collects demographic data annually. And in a moment Caleb will dive into the specifics of this program. And for business statistics the Economic Census is our most comprehensive program taking place every five years in the years ending in two and seven. We also have a Census of governments which is the public counterpart of the Economic Census.

So when it comes to our data a pyramid is a good illustration of the relationship between details and timeliness. We primarily conduct monthly, quarterly and annual surveys. In general the more timely the data the fewer the details. With more details available from programs categorized in the middle and bottom of the pyramid.

With that being said the Economic Census is a periodic survey that takes place every five years. It is illustrated here at the bottom of the pyramid because it is the most comprehensive program when you're looking for business data. And as you move up the pyramid to our annual programs, you'll find that these are statistics are used for analyzing trends. Finally at the very top of the pyramid from monthly and quarterly programs is where you can obtain timely data.

So when you use our data there are some key terms and items that are helpful to know. First is the North American Industry classification System also commonly referred to as the NAICS. The NAICS is a system that we use to

classify every business in the United States and is the primary dimension of business employment data that you'll see today. Each physical business location is assigned its own six-digit NAICS code based on primary business activities at that location.

Each individual business data are then turned into summary statistics that we published by industry and geography. In the reference section we've included slides that illustrate the system. And if you'd like more information beyond the reference material please visit at our site census.gov where you can access additional material.

Next is the term establishments as opposed to company or firm. Most of our employment data is collected and published on an establishment level. Collecting the data this way allows us to provide the most accurate picture of business activity. So for instance if a company has both manufacturing and retail locations in many states separate data is captured for each location and not the company as a whole. If we didn't collect data this way, we would lose the accuracy and geographic and industry detail.

Third we collect data from both employer and non-employer establishments. Some programs only cover employer businesses while others cover both. Employers are businesses that have at least one paid employee while non-employer businesses have no paid employees. Now depending on the industry that you're looking at the non-employer statistics could represent a big portion of the sector. So it's good to be aware of this distinction.

And finally we are bound by Title 13 and 26 to uphold and protect privacy. As a result we are able to provide high quality data because respondents are more likely to provide information knowing that their privacy will be protected. And now I would like to turn over the presentation to our first speaker Mr.

Adam Grundy.

Adam Grundy: All right thanks Lynda. My name is Adam Grundy. I'm a Supervisor in the Data User & Outreach branch and the Economics Directorate of the Census Bureau. Today I'll be guiding you through some of the new and unique surveys and data tools that showcase census data on new businesses.

The first survey we're going to take a look at a new experimental data product called the Small Business Pulse Survey. The experimental Small Business Pulse Survey or Business Pulse measures how changes in business conditions affect our nation's small businesses during the coronavirus or COVID-19 pandemic. It's important to note how the Census Bureau is being reacted to situations going on the world such as this and the importance of our data highlight recovery efforts and the impact of the pandemic.

This includes information on businesses pulse complementing existing US Census Bureau data collections for providing high frequency detailed information on small business specific initiatives such as the Paycheck Protection Program or PPP. It's updated weekly so the data releases began back in May and they're updated old way through June.

The business location of closings, changes in employment and disruptions in the supply chain are some of the many data elements that are included in Small Business Pulse Survey. The published survey results by sector state for the 50 most populous MSAs or Metropolitan Statistical Areas. Also the link in this - in the embedded in this presentation directs you directly to the COVID-19 hub.

This graphic is one of the many data tables that can be displayed in the Small Business Pulse Survey dashboard. The red line in the middle highlights the

national average of how businesses have been affected by the COVID-19 pandemic. Thirty- eight-point two percent was the national average during the week of June 14 through June 20. Sector 72 was one of the sectors of the most impacted businesses with 61.9% impacted businesses during the week of June 14 through June 20.

This is another way of showcasing the impact of the pandemic on businesses in the United States. This map allows for filtering under different survey questions and the business's response. For example this survey question was taking a look at the overall impact on the businesses affected by the COVID-19 pandemic and the survey answered by a large negative effect. So with the items in the states in the largest for the greatest shade of blue, the darkest shade of blue such as New York which is our case study for today you take a look at how negatively affected they were by the COVID-19 pandemic.

This dot plot shows the 50 most populous MSAs and the overall impact versus outlook in more than six months in the reference period or June 14 through June 20. For example 55.2% of small businesses in New York MSA reported a large negative effect. And 43.1% expect that it will take six months or more to resume normal operations.

This is another one of the many graphs that can be created with a Small Business Pulse Survey dashboard. This graph shows for the state of New York the results from a survey on the impact from the ongoing pandemic. As you can see for this week most businesses describe either a moderate negative effect or a large negative effect during this particularly reference period of June 14 through June 20.

The next survey highlights a lot of different things with the new businesses in the US is a new survey called the Annual Business Survey. Released on an

annual basis which its first release happened back in spring 2020. It includes economic and demographic characteristics.

It also includes business characteristics of businesses, business owners by sex, ethnicity, race and additionally veteran status. Its content incorporates a new set of questions for each survey which I'll be going through in just a few minutes on some of our subsequent slides. You can access the data on a new data dissemination platform data.census.gov or by taking a look at the new Web site that strictly to the data at census.gov/programs-surveysabs.html.

The Annual Business Survey is a joint project between the Census Bureau and the National Science Foundation or NSF, National Center for Science and Engineering Statistics or NCSES. It's conducted annually as mandatory under Title 13 protections. It replaces surveys you may have already heard from the Census Bureau such as the Survey of Business Owners, Annual Survey of Entrepreneurs and the Business R&D and Innovation Survey for Microbusinesses.

In the Annual Business Survey they removed the innovation section from the Business of R&D Innovation Survey which is now called the Business R&D Survey or BRDIS. The Annual Business Survey collects data on owners' demographics, the business owners' demographics I should say. It asks questions about the business and sex, race, ethnicity and military status. It collects data on research and development activities and costs for business with one through nine employees.

It's designed to introduce a new business topic each year for example innovation or technology. And the core content is maintained each survey year. They use administrative data whenever feasible in order to make the survey possible. The Annual Business Survey samples 850,000 employer

businesses in its benchmark year of 2018, includes all non-farm businesses filing IRS employer tax forms and it also includes non-employee businesses.

The Annual Business Survey also displays some great data about minority owned, women owned, Hispanic owned and veteran owned businesses in the United States. For example the Annual Business Survey showed that there are 1.1 million women owned businesses in the United States during the 2017 survey year. And as I mentioned before the survey adapts as we go forward in different years of their - of the Annual Business Survey. For example in 2021 a new data element is on digital technology and financing as you can see in the bolded list located on the 2021 column.

Now that I've given you a little bit of a detailed description about the Annual Business Survey in content let's take a look at the actual data elements. So taking a look at the meaning of years in business code these are firms with less than two years in business. What I've done is using our data dissemination platform data.census.gov I've narrowed in on the geographic area name of New York taking a look at - for the total for all sectors. And we can see that there's 67,712 for all employer firms according to the survey year 2017/ And again this is for New York State.

Of that total retail trade sector has 9864 firms with less than two years in business according to the ABS. Professional, scientific and technical services sector hit 8356 new firms in New York. Construction sector had 8054 new firms in New York. This is just a sample of the vast number of data points you can find on new businesses data using the Annual Business Survey.

The next survey that I'm going to be talking about is our most comprehensive survey that Lynda mentioned earlier in the beginning of our presentation and this is on the Economic Census. It covers almost every two through six-digit

NAICs Code covered by the Census Bureau. However it does exclude agriculture or NAICS 11 or other selected types of businesses. You can take a look at the hyperlink that's embedded here for the full list of exclusions.

The geography for the Economic Census goes all the way from national, state, metro and other lower geographies and these areas are shown will vary by the sector. Other data dimensions include data by business size, legal form of organization, franchise status and other data elements. And it's our most comprehensive survey it includes over 200 data variables that are shown. It includes the number of establishments, employment, payroll and sales plus sector specific variables such as inventories, assets, expenses.

Sticking with our case study in New York we're taking a look at the finance and insurance sector for New York as a three-digit NAICS, I should say just three-digit NAICS rather than sector. The credit remediation and related surveys and related activities are NAICS Code 522. That's 2391 firms. The number of establishments is 9343. The sales values of shipments and revenue was not available. And the number of employees is 200,534.

If we take a look at the NAICS Code 523 or securities, commodity, contracts and other financial investments in New York there's 5705 available firms. There are 7858 establishments. And for this particular NAICS the sales was $2,762,200 since this is in thousands of dollars as you can see in the parenthesis. The number of employees is 192,482. And I have sources of the 2017 Economic Census and this table ID can take you directly to this data element in data.census.gov our data dissemination platform.

This frequently updated graphic shows the states and sectors that have released data from the 2017 Economic Census. This infographic is updated almost weekly. But you can see that the last time we had new states or sectors

released for the Economic Census was on June 25 2020. Each state has released data at least part of the data for the Economic Census at this point and juncture.

On the bottom right you can see 83% of all the total data releases have been released for the Economic Census. You can select a sector from the menu at the top such as construction or manufacturing. Then you can take a look at by clicking on the actual hexagons of each state for example in highlighting Pennsylvania here. And that will take you to deep embedded links to take you directly to the Economic Census data directly from data.census.gov so you won't have to search when you - from scratch when you get the data it takes you directly to that state.

You may be wondering what's new for 2017 as far as the Economic Census. There are different geographic areas that we've been able to publish works for the first time in this 2017 Economic Census. There's also NAICS updates. And I'll go through some of those examples in just a moment. Also we're publishing on NAPCS or National, oh excuse me North American Product Classification System.

There are also different disclosure rules that allows us to publish for sectors and other parts of the economy that we may not have been able to publish for before. And the data.census.gov platform is the first time we've been able to publish Economic Census data on the data data.census.gov platform for its initial releases.

One of the things we instituted for the 2017 Economic Census was a series of fun facts. These used the actual coin design for each state that was designed by the US Mint. In this case we are taking a look at our case study of New York and this particular fun fact sticks with New York based statistics.

So in this fun fact it says the 26,296 finance and insurance or NAICS 52 establishments in New York reported average annual payroll per employee of $194,317 in 2017. You can take a look at the full list of these fun facts with every - for each of the states that have been released so far in our library for the data.census.gov/economic census and looking at the visualizations from that page on.

On this slide we take a look at the 2017 Economic Census planned data product releases. As you can see, we've already released data starting in January of 2020 on a geographic area statistics. This correlates with the infographic that I showed you which showed the map of the different hexagons that we showed before. So for example if we take a look at retail trade or geographic areas statistics which is showing up right over here this is going to be released during the time period of January 2020 through November 2020.

Also you take a look at other different surveys such as the annual Survey of Manufacturers. So the 2018 annual Survey of Manufacturers which released approximately of April 2020. To access 2017 Economic Census data product in different ways you can take a look at the hyperlink that's embedded in our presentation here. The next dashboard I'm going to be describing is for our COVID-19 data hub. In this data hub you can take a look at all the different affected businesses, populations, employer establishments and non-employer establishments based on the COVID-19 pandemic.

In this particular case we're taking a look at New York state. As you can see from the selected state up here. We're taking a look at also the population aged 65 years old or the older population. We also see the total uninsured population and also the total employer establishments. The employer

establishments number comes from the county business patterns which is one of our programs in the economics directive. Total non-employer exceptions comes from non-employer statistics which is another program in the economic directorate.

This is a zoomed in version of the COVID-19 dashboard. So taking a look at the total number of employees in New York State for businesses we see 8,261,269 employees. On the right-hand side we see other different things for the health insurance coverage by age so for example Medicare only, Medicaid only in VA health care only is also two plus insurance are the other types of data elements you can see in here.

Another data tool that I will be describing is Census Business Builder. Our next version of Census Business Builder or CBB will be released on August 19 so later on this month. This is an example of what the dashboard looks like in Census Business Builder Regional Analysts Edition.

In taking a look at the accommodation and food services sector which is selected up here one of the variables here and the location is New York to stick along with our case study. And after I selected the employer establishment through my variables which is all employer establishments up here. You see there's 54,923 employer establishments in New York. Keep in mind you can also drill down into more data elements by clicking on the Create Report button in Census Business Builder.

If you ever need assistance on Census Business Builder you can, my contact information is listed at the end of this presentation. You can send me any of your data needs and I can give you the in person or okay so over the phone these days walk-through for the Census Business Builder data tool.

The last data tool I'm going to be talking about is data.census.gov. You may have seen me showing some different screenshots from data.census.gov because it's our new data dissemination platform. This is an example of what the data display looks like for the data.census.gov data tool.

In this example we're taking a look at national level data for the Annual Survey of Manufacturers or ASM for 2018. For example if we're looking at NAICS Code 311212 or rice milling you can see the total value of shipments in this total over here. And this is thousands of dollars. Next, I'm going to turn the presentation over to Caleb Hopler and he's going to talk about the American Community Survey.

Caleb Hopler: All right thanks Adam. So I'm going to talk about the American Community Survey or the ACS. My name's Caleb Hopler. I'm a Survey Statistician for the Outreach & Education branch within the American Community Survey Office of the Census Bureau.

So first of all before we begin, I just want to make something clear real quick that we can't actually make inferences about new businesses or employers themselves through the ACS. We just don't capture that information in the American Community Survey. Other programs that Adam was going through of the economic programs like the Annual Survey of Entrepreneurs for example might be a better choice for that.

So when I'm talking about the American Community Survey, I think a focus on target market and workforce demographics when it comes to new businesses. So a quick background into the ACS it is the nation's most current reliable and accessible data source for social, economic, housing and demographic data at many, many geographic levels. We provide topics such as age, commuting, income, employment and I'll get into some more on the

next slide.

Three key annual data releases very important to understand about the ACS is that we have one-year estimates, one-year supplemental estimates and then our five-year estimates. There are population thresholds by geography in the econ programs and I want to draw your attention that for our estimates is actually our population threshold or within our estimates themselves. So therefore our one-year estimates are ideal for large populations such as at 65,000 or more in population.

One-year supplemental estimates can provide data for smaller populations at 2,000 or more in populations. And then finally to get to very small populations you will want to use five-year estimates. These actually have no population threshold so therefore all areas are covered. As you can see on the screen on the right side you can check out class of worker a little bit of different example information that might be useful for your target market research when you're looking into new businesses that the ACS can provide.

The ACS provides detailed information about the population and workforce in local communities that can help businesses choose appropriate locations for a new store, office or warehouse. And these topics include labor force status, the employment or unemployment, full time or part-time status, the means of transportation to work and travel time to work -- so think commuting -- income and occupation such as household income, earnings, occupation and industry. Also education the highest level of education attained or the field of bachelor's degree.

Talking about this Census Bureau geographic concepts for the ACS what makes the ACS so attractive of a data set is that it provides so much data for so many geographic levels. In fact it actually provides more than 805,000

geographic areas to cover over 35,000 communities. So when you're taking a look at this slide looking vertically you can go from nation at the top all the way down to block groups. Those are actually nested within each other.

So for example a line extends from counties to Census Tracts because it's a county is completely comprised of the census tracks. And a single Census Tract cannot cross a county boundary. But then when you start looking over to the left or to the right, you're going to see these are more statistical boundary areas so such as urban areas, school districts and state legislative districts. These aren't actually going to necessarily coincide or nest inside these other geography levels.

So to go over an example of this let's just say that you are creating a new business and you're wanting to understand the - your target market demographics. If you're wanting to set it up in El Paso but you want to get an idea of where exactly is going to be the best location for this new business first of all in El Paso, Texas take a look at the state and understand that the state holds good data for what you're looking for.

It does now let's drive in a little bit more to check out the county of El Paso. And you can compare that county with all the other counties in Texas. We believe that the county of El Paso is the better location for you. Drive in a little bit further more granular of a level you can check out the Census Tract here. So you'll be able to understand even further into that county look for the better general area.

So now let's say you have a great idea of within that county of the Census Tract you want to look at but now you're wanting to switch to think of your workforce characteristics. Let's just say you want to think about your commuting aspect for your employees. Go within that Census Tract and you

can go by block group and other Census Tracts if you will to understand those characteristics and how they play into each other. And that's a little bit of an example how these geographies can play into assisting you in locating your new business area, just an example.

So there are differences between the Census Economic programs and the American Community Survey which generally handles more the demographic side of data. So for the estimate base when we're talking economic programs Adam is talking about the establishment location. But when we're talking ACS we're actually talking about the household.

So it's not going to be the individual and it's also not going to be generally where the person works it is actually where they live at their household level within the communities and the geographies that you're looking at. So just to let you know there are some tables that are set to data for the workplace geography but those are few and far in between and they will be explicitly stated on the table themselves. So generally all of our other tables are at the household level.

Checking out our industry data Economic program uses the NAICS which Lynda talked about a little bit at the beginning of this presentation. ACS puts its data to census code. In the interest of time to check out census codes and how they relate to NAICS I would recommend just taking a quick search in our census.gov Web site for census codes and you'll be able to understand the differences there and also how they relate.

And finally for geography so there are different geographies that are a little bit well different between Economic programs and ACS but ACS also has some extra geographies. So for ZIP Codes ACS actually goes by the ZIP Code tabulation area.

This is more of a statistical boundary. Then for tribal areas whereas Economic programs will have a tribal business that they will - so it's a business establishment but they will code it as tribal. The ACS looks at the area so such as a tribal Census Tract for example. So that is going to be a separate coded area.

And finally for a public establishment on the Economic programs like the local government or the state government we're going to have public areas that can include a school district, or a state legislative district or we have other kinds as well. And finally for extra geographies ACS provides some data at geographies like the Census Tract urban or rural and then finally PUMAs, PUMAs are the Public Use Microdata Areas, and this is utilized with our micro data access.

So from this slide you can see the results from the data collected by the American Community Survey. The first result is how employers, federal agencies and federal government contractors help provide employment opportunities based on the workforce data as well as ensuring an equal employment opportunity. The third result here is seeing information on growing or declining industries and occupations that help estimate the changes in the economy.

The ACS is the primary data source to understand local conditions and trends throughout the United States so it is a rich source of information for businesses. The ACS provides critical information businesses need to make investments and operational decisions that then generate economic activity, boost employment and improve the standard of living in communities across the country. ACS data are used to, as you can see on the slide, determine when and where to open new facilities or expand existing ones based on the

population and demographic trends.

Also create effective marketing or merchandising strategies to better serve your customers and investors, inform hiring decisions and workforce evaluation, forecast growth and sales to make better strategic decisions, stock shelves with goods suited to local household incomes or demographics, invest in infrastructure improvements and finally also to perform risk analysis. We feature several videos in the Library section of the ACS Web site showcasing how ACS data are being used by the business community.

So for one example we have a video showing how Target uses ASC data to better serve their clients and customers. And we have another video on how the Greater Houston Partnership an economic development organization uses ACS data to help them understand how their population is changing and then encourage economic development in Houston. You can follow the link at the bottom of the slide to check out these videos and more.

Taking a look at ACS data in action how our data is being used. So participating in the ACS gives communities the information they need to attract businesses. For example the Maricopa Association of Governments uses ACS data to create commute shed reports. These reports show the area from which a worker can commute in 30 minutes or less to a given location such as a major intersection and provide a useful picture of the residents, the workers and employers near a given location.

The reports present ACS data on educational attainment, median household income, median age, occupation and other data sources for the commute shed. So these records are meant to be used for economic development opportunities with potential businesses locating throughout their region.

Here's another way that our ACS data has been utilized. So a successful high-end component manufacturer for mountain bikes considered opening his own bike shop to sell manufactured components along with mountain bikes and other components. He used data from the ACS to identify potential customers. He was looking for young professionals with moderate to high median household income that he could then market his new business.

He also used Census Business Data to identify locations where sporting goods stores are located. These data are not identified or excuse me these data not only identify possible competitors to his business but also potential businesses to collaborate with by opening a leased department within a larger store.

I'm going to switch over to data.census.gov to show a quick live demo. So Adam talked about data.census.gov and this is our newest and latest main data dissemination platform. So because there are many different programs such as the Economic programs and ACS loaded into here you might be able to find a shared results between ACS and Economic data.

So let's just say for example I'm going to search in a single search bar here and I just wanted to find out the industry in Baltimore, Maryland. So I'm going to search. It's going to bring up a whole lot of tables. And going by alphabetical order for the survey programs it's going to first show all of the data that you can find for industry in Baltimore, Maryland in with ACS data.

But if you want to look at ACS data and then you now want to check out the Economic programs, I think it's going to be on the fourth scroll. ACS does provide a lot of different types of tables but here you can see that now we're getting into the Annual Economic Surveys. Scroll a little bit down we're going to get Economic Census in more.

All right so let's say you don't know the key word or perhaps you have a lot of things you want to check out. Let's click the Advanced Search and we can go through here. So we can have topics based off of let's just say employment. You can look at the commuting if you wanted to check out data like those commute sheds that I was talking about earlier as an example or if you want to go through geography here, we can click on the different types of geographies based off of what is available.

So here you can see I landed on the ZIP Code Tabulation Area. This is a reminder is the ACS side of the ZIP Code. So we don't use ZIP Codes as a geographic level for ACS data we use the ZIPTA. So if you're wanting to find the actual ZIP Code using the Economic data you're going to scroll down here until you see the five-digit ZIP Code. So that is the difference between those two when you're going to access them on data.census.gov.

Since I'm showing these differences I'll also talk about place. If you are trying to find a Census designated place using ACS data it's simply placed towards the top. And I can click here and I'm going to find the CDPs, Census Designated Place, I'll also find cities and towns. But on the economic side of things I'm going to scroll down until I find Economic Census Place. And here we find all of the different ones that have been loaded with economic program data.

Okay so starting back over let's just say that here we're going to check out, we want to look at DP 03 which is our selected economic characteristics. If I click directly on here it's going to bring me straight to this table where I can then customize. So if you were going to check out this for Census Tract, I'm going to click geographies and I'm going to purposefully make a mistake here. In Geographies I'm a click tract and I'm going to say let's say I'm going for it. Benton County in Arkansas.

And I got nothing. So this is a quick reminder that our ACS data is limited with population thresholds by the estimates. Our one-year estimates as you can see in the product line is for 65,000 or more. So to get to all geographic areas we're going to use our five year. And this is a quick switch to our 2018 five-year data.

And now if I go to geographies and you would go through and now, I can find in Benton County Arkansas I can find a different Census Tracts. Some quick random Census Tracts here and I'm a close this window and it's been updated with our Census Tracts here. So if you wanted to check out the unemployment rate for example for each Census Tract, I can find that Census Track 202.01 in Benton County Arkansas is 2.4% between 2018 five-year data which means 2014 to 2018 estimates.

I'm going to go over to our census.gov/acs site. This is our ACS home page. You can also get there if you're on our home page of census.gov surveys and programs and go over to the ACS. And here you'll find a lot of different great resources for business data. So if you go to guidance for data users and go to handbooks you can check out at the bottom here what the business community needs to know and this will be a great handbook to showcase how ACS data can provide great business data.

So I know I'm going through quickly here with all of the links. Do remember that these slides will be available later. And then also at the end of this presentation I will showcase the email addresses and you can feel free to reach out to us and I can send you any links that you need.

Finally let me show you with our geography if you wanted to know what data tables go along with what geography. You can check out a geography

handbook, or areas published, boundaries by year and more. Other ways to access our data are QuickFacts. So QuickFacts as the name implies is very speedy ways. You can grab our data to look at a different area. But if you know that your area is congressional district or a tribal area go ahead and go to those tools, my congressional district from my tribal areas to grab QuickFacts on those areas.

Let's just say you are starting a new business trying to provide emergency materials to areas of greatest need on the map for emergency management is going to be a wonderful tool for you to be able to access data on federally declared emergencies such as the current pandemic. And you can check out the ACS demographic areas to find out where these products or services need to go to.

Census Business Builder is a wonderful tool that marries both Economic and ACS data so you can see and visually see and reports or maps what you're trying to look for as Adam talked about earlier. I went over data.census.gov already. You want to map your data, the geographic, the geography division of the Census Bureau provides tiger line shaped files and also provides tiger like, tiger line shaped files with selected demographic data which you're prepared with selected ACS estimates.

Finally API or the Application Programming Interface provides great access to data that can continually update your programs and apps. The one last thing before I turn it over for questions and answers if you use ACS data please stay in touch by telling us how you use this data.

So for example have you or your organization used the ACS to make an important decision, help your community or expand your business. If so, please visit the link at the bottom of this slide to share your story and explore

how data enthusiasts across the country are using ACS data in creative ways.

By doing so provides further support for the importance of the data we collect here at the Census Bureau and is a great way to further promote our data. I will now turn the presentation back over to our host as we move into our Q&A session. Lynda?

Lynda Lee: Thank you Adam and Caleb for presenting our audience with a wide array of information on data related to new businesses. And thank you everyone for your interest in our data and for attending today's Webinar. Before we begin our Q&A if you have questions regarding the 2020 Decennial Census please use the contact information provided here.

We also listed information for our data dissemination specialists and this is for anyone who may be interested in hands on in-person training. We have specialists assigned by geography that will be able to provide you with this service. Also in the room well in our virtual room today we have subject matter experts. So as you ask your questions you may hear other voices other than mine Adam's or Caleb's.

And as a reminder we're focusing our Q&A on today's topic. And if you have questions on other topics please feel free to contact us using the information provided here or send us an email to census.askdata@census.gov. And now we'd like to open up phone lines for Q&A portion of this session. Operator, at this time do we have questions in the queue?

Coordinator: Thank you. We currently do not have questions in the queue but if you would like to ask the question please dial Star 1, unmute your phone and record your name clearly. If you would like to withdraw your question please press Star 2. Again to ask a question please press star 1. It will take a few moments for the

first few questions to come through.

Lynda Lee: Thank you. While we're waiting, I wanted to mention when Adam had discussed the COVID-19 data hub I wanted to mention another program that we do have that may be helpful for you in doing research on businesses is the Business Formation Statistics which is available on the COVID-19 data hub.

You'll be able to get weekly data on the number of business applications at the national, regional and state level. The site also provides interactive graphic available for you there as well. I highly encourage you to check it out if you haven't done so already. Let's check back with our operator again.

Coordinator: Yes. We do have our first question, your line is open.

(Caller 1):   Hi there. First off, I wanted to say thank you guys so much for the Census Pulse Survey. I work with the - I work- my company loves the Census Pulse and we have several products that we use it with. So thank you. My functional question is I'm struggling to get used to the new Census interface. And I was wondering if there was an easy way to pull data for a period over several years at once say unemployment or new establishments by some demographic indicator at any geography just how do you do that quickly or most efficiently?

Lynda Lee: So thank you for asking that question. Are you - I'm sorry are you referring to - have you used the data.census.gov?

(Caller 1):   Yes. I've been trying to use data.census.gov and just figure out a way to pull several years in one poll is and I've been struggling a little bit.

Lynda Lee: Okay hold on one moment please. Caleb, would you happen to know how to

do that for the ACS side?

Caleb Hopler: Yes on the ACS side I do. Let me go back to the live demo data.census.gov. Okay so just say B01001 and do a table here. So there are, while this loads, there are different ways call in search. There are different ways to download data through data.census.gov. I recognize this is not the Pulse Survey but since I don't work with that, I'm going to showcase the ACS but it's the same principle.

So there are two different ways generally to download data. As you can see here so first of all when I went here, I went to make sure that when I was viewing all tables that I customized the tables. And then so here you can click Download and this option will allow you to download the different years all at once whatever is available for that data table you're looking at. And then you just simply download, download now, open up the zip file.

Now the thing about this download is that currently since this is a new platform this is a work in progress. So currently it is only set up to provide data in a how do you say like a format that's great for -- man it's on the tip of my tongue -- this is awkward. Any way if you're going to use like statistical programs R, et cetera, or SAS this was great for that kind of a program. But if you are wanting to look at it more nicely more cleanly like what you're seeing in this table than what you're going to want to do is right click on the table and export the table.

And I'm going to say export to Excel. It's going to download as an Excel file. And I'm going to open it up. And then here it's more of a user-friendly format. So oh machine readable file that's what I was trying to say earlier. So the download file provides through a machine-readable file or you can right click and export to say a more user-friendly look.

Now the download does provide the ability and function to do multiple years at once. The right click right now is only doing what you have here that year. So then you would have to click here and go here by year. Again work in progress. This is something that we are working on but please for everyone on the line as you see here at the bottom left even when you start off at data.census.gov there's the send feedback. That is cedsi.feedback@census.gov.

This is a work in progress. We've made a lot of great strides but we're also working to update to best suit our data user. So please reach out to us. I know personally that this feedback group checks out this, the feedback constantly and prioritizes based off of the feedback that they receive. I hope I answered your question.

(Caller 1):   Yes you did. Thank you so much. And no questions about the Pulse Survey just wanted to say thank you and looking forward to the new round of data.

Caleb Hopler: Thank you.

Lynda Lee: Thank you Caleb.

Coordinator: We show no further questions at this time. If you would like to ask the question again please dial Star 1 and clearly record your name.

Lynda Lee: We do have a question online. It is, "What is the difference between firms and establishments? Are firms included in the larger establishments number?" Adam, would you be able to take this question?

Adam Grundy: Sure. So establishment is actually the physical location whereas the firm could

be multiple establishments rolled up into a single firm. I can't give you an example because we don't go through company names at the time. But if you want to give me a shout out at this email adam.p.grundy@census.gov I can give you some other methodology statements that we have on census.gov that might help you with the difference between firms and establishments.

Lynda Lee: Thank you Adam. Operator, do we have any more questions in the queue?

Coordinator: We are still showing no questions.

Lynda Lee: Okay. Let's wait a moment. Okay so with no further questions I'd like to express our thanks to everyone for attending today's Webinar. And if - please visit census.gov where you can find a recording in about five to ten business days. Have a great day. This concludes today's presentation.

Coordinator: This concludes today's conference. Thank you for participating. You may disconnect at this time. Speakers please allow a moment of silence and stand by for your post-conference.

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